THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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## Coast Deer Hunting Season is ripe

### IN THE VALLEY OF THE MOON

In spite of the fact that it gets plenty hot each afternoon of late, the early morning temperatures are mighty low. Readings of 45 are common at 5 in the morning; at our house we turn on the heat for a while, and wear a coat to the office—later rolling up our sleeves and turning on a fan.

**What a girl expects in a husband is a little less than she really expects to get. VALLEY WATCH REPAIR, Boyes. Giftware.**

Admit it! You're just as gullible as we are. Speaking of the quiz shows. We know most of the answers and lose thousands of dollars by not being on 'em, or being called by phone. But just maybe, if we were up before a mike we might lose any or all of the sense we like to think we've got.

**CHEF CARDINI'S RESTAURANT, Glen Ellen. Grand opening tonight (Friday). Classiest eating place in the Valley. Always.**

Won't be long now before the professional football teams will be checking in at Mission Inn for a week's practice before tackling the 49ers in Kezar stadium. They're a distinct boost to our morale each fall, but we'd like to see some effort made to get some of the Coast and major league teams to do their spring training here. It could be done, but would take a little work along promotion lines. And let a Springs group do it. They've got the know-how.

**PALMS INN, Verano. Home of the Lions. Swim pool. Finest food. Cocktail room. Come in and meet Carl and Jim.**

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A San Francisco advertising agency has given us our cum-uppance. We printed a little item that a savings bank's singing commercial was lousy and suggested a change. The change, incidentally, has been made, but the new one is even worse than the first. But the agency said we were one of only two complainants, and that if we weren't so gosh-darned critical maybe we could get more ads. What they didn't know is that we don't want any more ads nor a bigger paper.

**ESPOSTI'S LUNCHROOM, on the Hiway, Fetters Springs. Short orders, deluxe hamburgers, lunches. Beer and wine with your food.**

It's said that where the truck drivers stop, that's a good place to eat. If that's true, then Baker's Drive-In in Boyes is just that. The big trucks are there all hours of the day, and if they like it, you likely will too. Try their chicken. And hamburgers. And coffee.

**BROADWAY CAFE, Sonoma. A homelike spot, where everybody's your friend. Pop Medros your host. Take-out license, too.**

Met an 86-year-oldster the other day, one D. W. Martens. He's a native of Hanover, Germany, is familiar with shipbuilding, and is an old-time groceryman. Has come to the Springs for years, now lives here permanently, and is doing a bit of writing, mostly concerning his experiences as a grocery store operator. Watch for more details.

**VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. Fast service. All workdone on premises. Pick-up. WE 8-5830.**

LITTLE STORY, WITH NO COMMENT: Two middle-aged women, travel-weary, stopped at a local motor court the other day, were shown their quarters, and said to the proprietor: "Lord bless you, son. We stopped at the Sonoma chamber of commerce and were told there were no overnight accommodations in the Springs area, nothing outside of Sonoma." And this a "Valley" chamber?

**BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.**

This item probably should be 'way up in front, but we're not sure where it'll land. Anyway, Chef Cardini, new owner of the former Town House in Glen Ellen, is having a grand opening tonight (Friday), and you're mighty well invited. Some great improvements and expansions have been made, and this famed TV personality will be there to greet you—and if you're hungry, serve you with some of the finest food ever put together. Drop in. Tell 'em Moonbeams sent you.

**BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.**

Maybe we should start a guessing contest. August has five Fridays. On one of these Fridays you're just not going to get a Moonbeams. We're going to take six days off and drive the little car down the highway and stop off at a couple of interesting places. So, don't cuss us. Really we need a little respite from our arduous duties as the elderly colonel. When will we skip an issue?

**SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21**

We don't seem to be a bit sorry that the federal aid to schools bill got walloped. In time, our schools would be dominated and directed from Washington, and who wants that—aside from the professional educators, mostly of the "progressive" variety.

**LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.**

A crying need, we think, for Boyes Springs is a downtown park (or call it a resting place or whatever). A place where an oldster or a person with a little time to kill could find a comfortable bench and some shade and a place to relax.

There aren't too many such available places, and of course such a spot would have to be provided by voluntary contributions of the site and the equipment, and a little bit for upkeep.

The merchants' association might well look into this problem.

**RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.**

You like exotic foods? Something out of the ordinary? They're all available right here at home.

Spanish? Mendel's.

Italian? Paul's, Sonoma Grove, El Dorado, Cardini's.

Pizza? 4 Corners cafe (on premises or take home); Plaza Liquors, take out.

Seafood? Most of the above.

Chicken? Same, plus Baker's Drive-In, Bunny's.

Steaks? Same, plus Sonoma Golf and Country club, Lee's Chuck Wagon, the local hotels—Mission Inn, Palms Inn, Verdier's.

Short Orders, Hamburgers? Baker's, Esposti's, Bath House, Howden's, Pink Barn.

**B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.**

Steam beer—an old-time epicurean delight, is on tap at Four Corners cafe, down the highway from Sonoma on Broadway. They also specialize on pizza, about 10 varieties.

**SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.**

El Verano Improvement club's next meeting is August 8, at the clubhouse across from Little Switzerland. Always some refreshments after the meet. Then a week later Mrs. Milt Marino will chairman a whist and (?) party, and if it's like the last one it'll be a honey.

**DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.**

Bank of America's new building in Sonoma, a handsome Spanish-type structure with ultra-modern equipment, will have an open house next Thursday evening, starting at 7:30. You'll get a chance to inspect the entire facility, and there's quite an array of souvenirs for all visitors. Friday will be the last day for business in the older quarters, and on Monday, Aug. 12, the new branch will be open for business, the big job of moving to be completed over the weekend.

**PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d' ouvres. Snacks. Pizzas. Everything!**

We'd like to see a cribbage tournament, and who could stage one better than the Boyes Springs Merchants' association ? We like to think we're pretty good, but so do all cribbage players. So the champion (?) of Central Michigan will agree to take on all comers.

And why couldn't there be other tournaments—for euchre, pinochle, hearts, fantan, 500, bridge, even pitch (or is it cinch), 7-up, dominoes, flinch, tiddledewinks and jacks?

**BOYES SPRINGS FOOD CENTER. Everything for summer meals and snacks. Always top quality, priced mighty low. Take-outs.**

Have you missed John Daly and "What's My Line?" The program used to come on at 7:30 and we'd never miss it. Now it's on at 10:30, and by that time we've turned on the radio for latest news. Maybe they'll get smart by fall and put it back to a decent time.

**RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.**

It's happening all over the state and nation, and it's not exactly right. We can see it here very handily though. The state hospital wants a man or woman—or several—for jobs. But does it advertise, as Joe Doakes the storekeeper would have to do? Heck no. The hospital puts out a "news story" telling of the job opening. And some gullible newspapers print such stories. But is it news?

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.**

If you've got $34,000 to spare you can become a member of the nobility in San Francesco, in San Marino, northern Italy. Yep, it's a fact. And in Colorado for $1 million you can buy a gold mine which the seller guarantees will return you at least $39,500,000. Any localites interested?

**OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.**

At Lichtenberg park (No. 2 in Boyes) Kids' day is scheduled for Saturday, Aug. 10. Everything starts at 2 p.m. All the usual kids' games, all kinds of races, tennis matches, etc., will be staged. Free hot dogs and drinks will be on tap. The oldsters can have their barbecues, and in the evening there'll be movies and other types of entertainment. Why not take the family and make a day—and night—of it?

**MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.**

Lots of fight talk of late. Once we were in one, as a kid. Great big gloves, a square ring etched out with a sharp stick in the middle of a dirt street. Our opponent was a cince, but he hit us in the nose and it started to bleed. Thinking he would stop till it quit, he crossed us up and kept right on jabbing. So we sat down. Counted out. A technical knockout. Opponent was Edgar Walberg, who became assistant to George Creel, information czar during World war I.

**TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.**

**MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of- town guests here. Cocktail bar.**

Mighty nice gesture, just noted. Frank Buchbauer of Fetters donated a serviceable washer to Enchanted Hills, summer camp for blind children over in Napa county, and he and Art Stewart took it over recently. The administration of the camp was genuinely thankful.

**WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.**

**SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.**

Already we're hearing these "back to school" blurbs, and they're somewhat sickening. School's just out. On the other hand, they'll all be back in operation in four or five weeks, so maybe it's time to get started on the school needs that'll be coming up before you know it. First week in September, that is.

**ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971**

**Prescription Specialists Veterinary Supplies**

**PAUL'S OLD RANCHERO, Verano. Weekend dancing, Italian meals featured. Cocktails. Paul at the organ. Banquets welcome.**

There was some talk a while back of a horse show along about Labor day in the Springs area. If it's still "on" there should be some action mighty soon. And how about our "country fair" which ran for

a year or two? Can't they be combined? Those things shouldn't be left for the last moment.

**TONY'S BARBER SHOP, Boyes. Closed August 1 to 10. Going on a little vacation up at Benbow. See you August 11.**

**PIZZA. STEAM BEER. Eat and drink here, or take home. 10 varieties of pizza. AL & FAY'S 4 CORNERS CAFE, Lower Broadway**

If we had a thing to do with it, there would and could be bingo parties with every local fraternal and social organization. And raffles. And lotteries. Also legalized gambling.

You can legally bet on a horse race, and that certainly is gambling. While that may not be a logical reason, let's legalize other types of gambling.

Everyone gambles. Church people buy chances on quilts. They gamble on "fishponds." A farmer gambles every time he plants a crop. A businessman gambles when he first opens his doors, and forever after. The housewife gambles when she bakes a pie or cake.

Ah! Consistency, thou art a jewel!

**LEE'S CHUCK WAGON (formerly Fireside), this side of Sonoma. Splendid cuisine, cocktails. Authentic western decor. Drop in.**

**JIM'S MEATS, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.**

Nowadays Pop no sooner gets his daughter off his hands than he has to get his son-in-law on his feet.

**BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.**

**BAKER'S DRIVE-IN, Boyes. On the hiway. Chicken you'll love. Hamburgers. Crab Louie. Short orders. Finest Coffee ever.**

WHY A WOMAN BUYS:

1. Because her husband says she can't have it.
2. Because it will make her look thin.
3. Because it's on sale.
4. Because her neighbors can't afford it.
5. Because she can't afford it.
6. Because no one else has one.
7. Because everybody else has one.
8. Because it's different.
9. Because.

**SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.**

**MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.**

"Dear, you remind me of Don Juan, the great lover," said she.

"Why?" he beamed.

"Well, for one thing," she snapped, "he's been dead for years and years."

**BOYES SPRINGS BATH HOUSE. The Valley's super attraction. Cool and hot mineral pools. Alluring casino. Restaurants. Bars.**

**ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.**

July was, of all things, National Hot Dog month, comments the Sebewaing (Mich.) Blade. It continues:

And the publicity writers who send reams of information to newspapers all across the country in the hope that it will get into print, claim that wiener worshippers will gobble up an average of 60 pups this year. Because of picnics and the need for quick cool meals during the summer spells, more hot dogs are consumed in July than in any other month.

Restaurants and drive-ins have concocted fitting names—as well as unusual combinations—for their hot dog lunches. A Dachshund is the name for a hot dog layered with sauer kraut; Poodle is a hot dog garnished with onions; a Chihuahua is a hot dog smothered with Mexican chili sauce. Other names are red hots, wienies, wieners, Viennas, pups and franks.

Although the hot dog as such is believed to have started in Frankfurt, Germany, about 400 years ago, there is some measure of argument as to where the bun was introduced.

One of the most popular stories traces the bun's beginning to the Louisiana Purchase Exposition in St. Louis in 1904. Two concessionaires, known only as Sigmund and Otto, were principal actors. Sigmund, the story goes, was having difficulty solving the problem of serving his roasted sausages so that patrons wouldn't burn their fingers. He tried forks, then white gloves, but these implements often disappeared with the customers, cutting Sig's profits down to zero.

The answer was provided by Otto, a baker, who suggested wrapping the wiener in his rolls, to the great profit of both.

**SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.**

**GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.**

STAR SPANGLED SONGWRITER

One hundred seventy-eight years ago this week was born the man who was to write a song that, however hard it is to sing, has become the official salute to our nation's greatness — "The Star Spangled Banner."

Francis Scott Key was a lawyer, and there are some cynics who say that parts of his song sound more like an exhortation to the jury than a national anthem. But Key also was a fervent patriot, and in the excitement of the bombardment of Fort McHenry he saw in his flag the symbol of all the devotion and loyalty and courage that would lead men to give up their own lives that others might live in freedom.

To us he said: "Blest with victory and peace, may the heav'n rescued land / Praise the Power that hath made and preserved us a nation."

**EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.**

**FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.**

A "country correspondent" of a Missouri weekly newspaper recently commented thusly:

"I never thought I'd get to the point where I welcomed all these ready-mix concoctions, canned meats and gravy, canned biscuits and what have you, but I am now, for I find it hard to even think about cooking a meal the old-fashioned way and get around on crutches.

"But I can still tell my grandchildren how I learned to bake biscuits in a wood stove with some corncobs soaked in a can of coal oil to start the fire; made cottage cheese from clabbered milk, churned cream and made butter. I also can tell them how I made hominy from the same kind of corn we fed hogs, how we rendered lard, made soap and lots of other things we had to do. Ten to one they will think Grandma is nuts, and she might be just that."

**MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.**

**MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.**

This is the critical time of year for camellias, azaleas and rhododendrons. Keep them well watered through the summer and early fall. Reason: This is the time they are making their growth and developing flower buds for blooms next year. Give them deep, thorough irrigation, not just once-over-lightly sprinklings. Apply a mulch 2 inches thick of sphagnum peatmoss to keep the fibrous root system cool and moist in the hot weather still ahead.

**FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.**

**SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.**

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